## **CLAIMS**

- 1. An electroconductive zinc oxide powder, wherein: at least one element selected from the group consisting of IIIB group elements, IVB group elements and Fe is solid-solved in zinc oxide at 0.01 to 10% by mass of the zinc oxide; the average primary particle size calculated from the specific surface area of the powder is 0.03  $\mu$ m or less; the bulk density is 0.20 g/mL or less; and the volume resistivity is  $10^{10} \ \Omega$ ·cm or less.
- 2. A process for producing an electroconductive zinc oxide powder according to claim 1, wherein the following steps are successively carried out:
- (I) the step of reacting an alkali carbonate with an aqueous slurry of zinc oxide to yield basic zinc carbonate,
  - (II) the step of heating and aging the basic zinc carbonate,
- (III) the step of mixing the resultant aged solution with a water-soluble salt of at least one element selected from the group consisting of IIIB group elements, IVB group elements, and Fe,
  - (IV) the step of dehydrating and drying the aged matter,
  - (V) the step of firing the resultant dry matter, and
  - (VI) the step of pulverizing the fired matter.
- 3. The process according to claim 2, wherein the concentration of zinc oxide in the aqueous slurry used in the step (I) is set to 10% or less by mass.

- 4. The process according to claim 2 or 3, wherein the dry matter is fired at 300 to 600°C in an oxidizing atmosphere or a reducing atmosphere in the step (V).
- 5. An electroconductive composition, wherein an electroconductive zinc oxide powder according to claim 1 is contained in a dispersion state in an amount of 10 to 300 parts by mass per 100 parts by mass of a base material, and the volume resistivity is from  $10^3$  to  $10^{11} \, \Omega$  cm.
- 6. The electroconductive composition according to claim 5, wherein the base material is rubber.
- 7. The electroconductive composition according to claim 5, wherein the base material is resin.